

REP HEADLINE# 6274318  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG13/12 10.1  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20003

ORDER # CONTRACT # 6274318 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1520 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG14/12 AUG20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG13/12 10.11

REP: NEW ORDER  
TTL \$27,850 @11X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY ID#9914019  
PRIORITIES USA ACTION

8/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321  
AGENCY PRODUCT CODE = 340  
AGENCY EST# = 1520

1			100P-200P	60		\$850.00	8/17	8/17	1		FRI	1
PROGRAM : DAYS-OUR LIVES												
CON COM1: DAYS-OUR LIVES												
2			1135P-1237A	60		\$1,600.00	8/17	8/17	1		FRI	1
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/17	8/17	1		FRI	1
4			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	60		\$1,700.00	8/20	8/20	1		MON	1
5			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	60		\$4,000.00	8/20	8/20	1		MON	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/20	8/20	1		MON	1
7			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	60		\$4,000.00	8/16	8/16	1		THU	1
8			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/16	8/16	1		THU	1
9			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/14	8/14	1		TUE	1
10			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	60		\$1,700.00	8/15	8/15	1		WED	1
11			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	60		\$2,800.00	8/15	8/15	1		WED	1

AUG13/12 10.1  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

CONTRACT TOTAL	27850.00
TOTAL SPOTS	11

MARKET TOTALS	\$132,619	WFLA 21%	WFTS 14%	WTSP 19%	WTVT 16%	WTOG 8%	WTTA 6%	WMOR 10%
		WMOX 0%	WXPX 0%	WWSB 6%	CABL 0%			
SHARES ESTIMATED								
SVC- NSI								
DEMOS- RA35+*								

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

**Priorities Usa Action/ Issue**  
Submission Number 717 Issue 1



**WFLA-TV**

P.O. Box 1410  
Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	Priorities Usa Action/ Issue	<b>Submission Cost:</b>	27850	<b>Campaign Ref:</b>	E:120813027
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	321 /340 /1520	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	08/13/12 to 08/26/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06274318
<b>Est./PO Number:</b>	06274318	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Priorities Usa Actio	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	03	850	60 Comme	Nbr of Spots	1	1	850
2	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	1600	60 Comme	Nbr of Spots	1	1	1600
3	M-F 7a Today Show ...F..	02	2800	60 Comme	Nbr of Spots	1	1	2800
4	M-F 5p News M.....	04	1700	60 Comme	Nbr of Spots	1	1	1700
5	M-F 6p News M.....	02	4000	60 Comme	Nbr of Spots	1	1	4000
6	M-F 7a Today Show M.....	02	2800	60 Comme	Nbr of Spots	1	1	2800
7	M-F 6p News ...T..	02	4000	60 Comme	Nbr of Spots	1	1	4000
8	M-F 7a Today Show ...T..	02	2800	60 Comme	Nbr of Spots	1	1	2800
9	M-F 7a Today Show	02	2800	60 Comme	Nbr of Spots	1	1	2800
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	8	3	11

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
10	M-F 5p News .W....	04	1700	60 Comme	1		1	1700
11	M-F 7a Today Show .W....	02	2800	60 Comme	1		1	2800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					8	3	11	

Grand Totals

Totals		Month 8 Weeks: 4	
Spots	Cost	08/13	08/20
11	27850	8	3
		19350	8500

Grand Totals:

<b>Spots:</b>	11
<b>Gross Total:</b>	27,850.00
<b>Commission:</b>	4,177.50
<b>Net Total:</b>	23,672.50

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mundy Katowitz Media  
do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: Priorities USA Action

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
--

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ~~ISSUE~~ ADVERTISER**

\_\_\_\_\_  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title